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PRICES SET FOR 'PRIVATE BRAND' MODELS OF 1946 REFRIGERATORS

A top retail price of \$147.50 in the first zone for five "private brand models" of 1946 refrigerators has been established by a recent amendment to OPA's MPR 598.

The makes, brands, and model numbers listed in the amendment to Section 24 of Appendix A are as follows, in that order: Associated Merchandising Corp. (A. M. C.), A-736 S; Cussins & Fearn (Whitehouse), C-736 S; Edwards Stores (Edwards), E-736 S; Gamble-Skogmo, Inc., and Western Auto Supply Co. (Coronado), 44-1993; and Goldblatt Bros. (Freezemaster), GB 736 S.

Effective Nov. 17, the order also fixed a ceiling of \$157.95 in the second zone for the "A. M. C." and "Coronado" brands.

ELECTRICAL WORKERS THREATEN STRIKE DEC. 13 AGAINST WESTINGHOUSE, FRIGIDAIRE, GENERAL ELECTRIC; GENERAL MOTORS STRIKE DOESN'T AFFECT FRIGIDAIRE

Although negotiations are continuing between the United Electrical, Radio and Machine Workers union (CIO) and General Electric Co., Westinghouse Electric Corp., and Frigidaire Division, General Motors Corp., over the union's \$2 a day wage increase demand, the union has voted to strike Dec. 13.

(The strike called against General Motors by the UAW-CIO has not yet affected Frigidaire operations, although it is understood the electrical workers union plans to "coordinate its efforts" with the automobile union.)

An official of the electrical union revealed that its General Motors workers had been "alerted," but he also said that the union has another conference scheduled with GM.

VETERANS SEEM TO PICK RADIO AND APPLIANCE STORES AS 'NO. 1 SPOT' FOR STORES OF THEIR OWN

Radio and electrical appliance shops show up to be the most popular type of business which returning veterans of the armed forces want to get into "on their own," in the letters they have been writing to the U. S. Department of Commerce.

The Department has been getting about 225 letters weekly from the GI's who seem to be most interested, in their plans for a business of their own, in opening radio or electric shops, restaurants, filling stations, apparel stores, grocery stores, real estate offices, and insurance agencies, in that order.

NEARLY 11 MILLION ICEBOXES IN NEED OF REPLACEMENT, ICE INDUSTRIES PEOPLE ADMIT

According to the best estimates by the ice producing and ice refrigerator manufacturing industries, there are between 10 and 11 million iceboxes in this country that are in need of replacement, it was reported at the annual convention of the National Association of Ice Industries held last week in Chicago.

The big question to the ice refrigerator manufacturers, of course, is whether the replacement will be made with a mechanical refrigerator or with a new model of an icebox. Some of the speakers exhorted the ice people to establish more attractive showrooms for the display and sale of ice refrigerators, and others advanced ideas such as selling in combination an icebox and a mechanically refrigerated home freezer, to take care of the householders food preservation needs.

(A more complete report on the ice industries meeting will be published in the next issue of the NEWS).

CASHMAN OF LANDERS, FRARY & CLARK SAYS PRICING POLICIES RETARD APPLIANCE PRODUCTION, BUT SEES DANGER IN INCREASE IN DEALER OUTLETS

The buying public may "save with fear instead of buying with confidence," because of the disastrous effect on buying psychology brought about by current policy of indecision on labor and pricing policies, William J. Cashman, merchandise manager of Landers, Frary & Clark, warned at a recent meeting of the American Marketing Association.

Labor and pricing policies were attacked by Mr. Cashman as holding up reconversion efforts. OPA pricing policies in particular can well sow the seeds of a depression, he said, declaring that the confidence of the American buying public, "which makes all the difference in the world," may be shaken right to its foundations.

Pricing policies which have been established thus far have tended to penalize the old established manufacturers, because they cannot advance prices, whereas newcomers are permitted prices showing increases that sometimes range 50 to 100% over those granted the old-line producers.

However, in the picture presented by Mr. Cashman, all will not be too rosy even after production gets rolling at full speed. He warned of over-optimistic estimates of postwar demand for appliances, contending that the demand for major appliances might well be filled within 16 months to two years.

"Eventually, there will be a competitive cat-and-dog fight in the appliance field that will hit the industry right in the eye," Mr. Cashman declared. "While demand may rise 30% over the 1940-1941 average in the first year of postwar production, competition will increase at a far faster pace."

"There will be many more retailers and manufacturers in the field, stressing the need for better merchandising by the retailer and selective distribution by the brand name manufacturer."

WESTINGHOUSE TO REVEAL APPLIANCE DISTRIBUTION POLICIES AT FACTORY MEETINGS DEC. 6-14

Nearly 600 distributor executives and wholesale salesmen associated with the Westinghouse Electric Appliance Division will meet for their first convention in four years at the company's Mansfield plant from Dec. 6 to 14.

The meeting will be divided into two groups with the distributor executives meeting Dec. 6, 7, and 8, and the wholesale salesmen from Dec. 10 to 14.

The sessions will mark the first statements concerning Westinghouse distributor and dealer policies as well as introduction of the company's full line of appliances and radios.

WASHER AND IRONER REPAIR PARTS PRODUCERS ASK OPA FOR INCREASE IN PRICES

Price increases for washer and ironer repair parts have been requested of the OPA by the Laundry Equipment Industry Advisory Committee.

When the washer industry was permitted recently to apply an increase factor of 7.7% to prices on washers, nothing was said about repair parts, which thus remained at 1942 levels.

Members of the advisory committee pointed out that while repair parts were excluded from the authorized increase, the data on which the 7.7% increase for complete washers was computed included similar information on the repair parts business.

Manufacturers said that the submitted figures demonstrated that producers of repair parts would have to operate at a loss.

It was indicated that the OPA might give consideration to the appeal for increases.

FIRE AT CLYDE, OHIO, PLANT WILL NOT AFFECT BENDIX WASHER PRODUCTION

Fire which damaged the Clyde Porcelain Steel Co.'s plant at Clyde, Ohio, will not affect the company's production of Bendix home laundry equipment, it was stated by company officials.

PRESSED STEEL CAR CO. IN PREFERRED STOCK OFFERING TO HELP FINANCE MANUFACTURE
OF APPLIANCES AND REFRIGERATION ITEMS

Pressed Steel Car Co., Inc., has registered with the Securities & Exchange Commission 85,955 shares of \$50 par value 4½% cumulative preferred stock, Series A, convertible prior to Jan. 1, 1956. The stock will be offered common stockholders on the basis of one share of new preferred for each 11 shares of common held. Shares of new preferred not subscribed to will be offered publicly at \$50 a share.

Net proceeds, estimated at \$4,172,126 if all preferred is purchased by common stockholders, will be added to general funds and used in part as follows:

To manufacture appliances and other new items (such as ranges, refrigerators, and air conditioning equipment) at the Hegewisch, Chicago, plant.

To rearrange and add to equipment of the McKees Rocks, Pa., plant.

To replenish company funds for the recent redemption of \$895,700 of 15-year 5% debentures.

A distributors' meeting to introduce its first postwar product, the Presteline electric range, will be held at the Continental hotel in Chicago Dec. 10 and 11 by the Domestic Appliance Division of Pressed Steel Car Co., Inc.

This is the first such meeting for this newcomer to the appliance field, and it will be devoted to integrating the company's field sales organization.

REVOLUTION IN JAVA PREVENTS RELEASE OF KAPOK FROM GOVERNMENT STOCKPILE

The revolution in Java is indirectly affecting the refrigeration industry by preventing expected shipments of kapok used in insulation, sound-proofing, mattress manufacturing, and other fields. With this development the Civilian Production Administration has decided not to release kapok from government stockpiles except for use in manufacturing life belts and life jackets for both civilian and military use.

HOTPOINT SEES OUTPUT OF 100 DISHWASHERS DAILY IN FIRST QUARTER OF '46

Electric dishwashers will come off the production lines at a rate exceeding 100 daily during the first quarter of 1946 at Edison General Electric (Hotpoint) Appliance Co., John Fellmann, manager, kitchen sales division, said following the launching of assembly line production here last week.

Asserting that the 100 units daily schedule was aimed at for immediate production, he added that the new manufacturing method would permit almost any "reasonable" further production expansion as the market developed.

BENDIX PLANT IN SOUTH BEND PICKETED AS UNION PROTESTS SHIFT IN
ASSEMBLY OPERATIONS

The decision of Bendix Home Appliances, Inc., to discontinue assembly of its automatic washers at South Bend, Ind., has resulted in the company's main office building and engineering plants being picketed by members of the local CIO union.

The company is now assembling washers in Clyde, Ohio; has scheduled assembly operations for a Chicago plant; and is said to be planning further assembly points at Minneapolis and Galesburg, Ill.

IRON FIREMAN MFG. CO. SEEKS NEW MANUFACTURING FACILITIES IN MIDWEST OR EAST

Iron Fireman Mfg. Co. is seeking a suitable "surplus property" factory in the Midwest or East which will provide a million or more square feet of floor space.

Haskell C. Carter, company production manager, is now on a trip seeking such plants, it is reported.

"A factory with more than a million square feet of space would make possible manufacture of Iron Fireman's domestic, commercial, and industrial coal stokers as well as oil burners, furnaces, and boilers under one roof," company officials stated.

G-E MAKES PLANS TO EXPAND PRODUCTION AND PROMOTION OF APPLIANCES IN LATIN-AMERICA AND FAR EASTERN MARKETS

Philip Reed, chairman of the board of General Electric Co., revealed in a recent statement to stockholders that General Electric was preparing to spend millions of dollars through International General Electric Co. for the construction of new plants and the modernization of present facilities for manufacturing electrical appliances in such Latin-American countries as Brazil and Uruguay and in the Far East in China and India.

G-E will also concentrate on promotion of appliances in foreign markets, in the expectation of a rise in the living standards abroad.

Mr. Reed said that expansion in China would be contingent on the government amending the new corporation law which restricts operation of American industrial concerns. The law will have to be amended before its effective date of Jan. 1 if American business is to get its chance in China.

RECORD ATTENDANCE EXPECTED AT JANUARY MARTS IN CHICAGO

Attendance at the first postwar home furnishings exhibit at Chicago's Furniture and Merchandise Marts, Jan. 7 to 19, is expected to be more than one and a half times greater than ever before, according to space reservations and requests for passes already submitted.

All showrooms will be open to buyers, and several companies that have been turning out nothing but war products will return, but manufacturers will be forced to continue allotting merchandise to established accounts, it is the belief of Col. Lawrence H. Whiting, president of the Furniture Mart, and John C. Goodall, general manager of the Merchandise Mart.

The resumption of the home furnishings marts is important to buyers from all over the country, for besides exhibiting new lines and indicating what merchandise it is possible to get, the marts provide the occasion for buyers to discuss production futures and potentialities with their sources of supply.

NEW JERSEY PHARMACY BOARD OPPOSES DRUGGISTS' ADDING 'UNRELATED' LINES

New Jersey's state board of pharmacy has officially voiced disapproval of drug stores' expanding into lines "unrelated to pharmacy," a move interpreted as opposing the addition of such merchandise as traffic appliances.

The board's resolution calls for a thorough investigation of applications for permits to conduct drug or pharmacy stores with special emphasis on determining whether such application is merely a "front" for "unrelated merchandising activities."

KALAMAZOO STOVE CO. TO SET UP 'EXPERIMENTAL' RETAIL STORE

A new type of experimental store will be set up by Kalazamoo Stove & Furnace Co. in the recently purchased Bates building, in the center of Kalamazoo's business district, Kalamazoo, Mich., according to Arthur L. Blakeslee, president.

The store, planned by Jack Morgan, Chicago designer, will serve as an experimental establishment where methods of display, merchandising plans, and other phases of retail distribution will be tried out before being installed in retail stores. A model business accounting method—developed within Kalamazoo's own branches during prewar years—will be set up for study.

Display units for large and small stores will be worked out. The model outlet will promote and sell the company's full line of stoves, refrigerators, washing machines, heaters, and furnaces.

CROSLEY PRODUCES ITS FIRST CIVILIAN RADIOS; HOLDS LINE TO TWO MODELS

Production of radios for civilians has been resumed at Crosley Corp. plants in Cincinnati where military radios have been produced for the past three and a half years. Production is being concentrated first on two models, a five-tube table model and a six-tube combination radio-phonograph console, both in wood cabinets.